

# Basano Alberta

VOLUME IV; No. 48.

BASSANO, ALBERTA, THURSDAY, DECEMBER 24, 1940.

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## NEEDHAM TO ADDRESS TRADE BO. ON WAR NEWS

Calgary Herald Editor Guest Speaker at Meeting in Hotel January 8th

Mr. Richard J. Needham, member of the Editorial Staff of the Calgary Daily Herald, will be guest speaker at the next regular meeting of the Basano Board of Trade, to be held on January 8th, next. The meeting will be held in the Banquet Room in the Imperial Hotel.

Mr. Needham has addressed a number of organizations in the province in recent months, and his topics have always been well chosen and interesting. For his address in Basano, he will speak on the topic "Who has the News," meaning of course the truth about the War News.

All members of the Board of Trade are requested to attend this meeting, and hear this address.

## Church Announcements

**St. Columbus Church**  
BASSANO, ALBERTA  
"Midnight Mass—Tuesday Evening December 24th. Rev. Fr. Morrow officiating."

**Church of England**  
BASSANO, ALBERTA  
NEXT SERVICE—SUNDAY DEC. 29th at 11 a.m. Holy Communion and Sermon.  
This will be the Christmas Service.  
Rev. T. H. Mayne

## Knox Presbyterian Church

11 a.m. Sunday School  
7:30 p.m. Worship Service  
Subject—"How Old Are You?"  
The close of the year is a measuring of time, and a time of measuring.  
WISHING YOU ALL A PROSPEROUS AND HAPPY NEW YEAR.  
—Charles F. Laine, Pastor—



## May We Sprinkle Some Good Cheer on Your Christmas Tree

We'd like to have our own good wishes represented on your Christmas tree—a sprinkling of nice-pleasant thoughts of you and a garland of gratitude for your kind patronage.

**Joe Harris**  
Lumber & Building Supplies  
Gas & Oil—Trucking



## To All Readers, Advertisers and Friends

### Shepherd's Vision

A CHRISTMAS MESSAGE

By Leslie Hamilton

From Lewis, England, comes a report via United Press, of ten persons seeing a vision in the sky. A local shepherd named Fowler, who saw the vision clearly while tending his flock upon the Downs, immediately rushed to the nearby village of Frie, where he found that the vision had also been seen by several other persons factors which may be presumed to stamp Fowler's version of the vision with authenticity.

What was this vision—seen by a simple shepherd watching his flock by night—even as the vision announcing the birth of Christ was first seen by shepherds in the night.

According to Fowler and the other villagers who saw the spectacle, this one did not portray the birth of Christ, but, beginning as a white line in the sky, slowly formed into an image of the Crucifixion, the entire scene attended by six angels, one of whom was playing a harp and another holding outstretched arms in an attitude of prayer.

It is significant that on momentous occasions in the history of this troubled world, the Lord has utilized the medium of visions by which to send a divine message to certain peoples, such as the vision announcing the birth of the Saviour, or the vision of Moses, or the vision to Saul of Tarsus, etc. Now assuming that in this instance, the shepherd and his fellow villagers did see such a vision clearly, and judging from the statements made, I do not think there is any reasonable doubt upon that point, what does it portend? It is a sign, a manifestation of the Almighty! Does it convey a message of hope—or if we can interpret it correctly? To-day there are approximately 63,000,000 Christians in the world, members of a faith which has spread to every corner of the earth, despite the most determined efforts of the unbelievers to stamp it out. It flourished in spite of all the edicts against it in the days of the mighty Roman Empire, an Empire which crumbled and fell, and in spite of the persecutions of the centuries, Kings, Emperors and Pontifices have abated their hour or two and then passed on, Empires have risen and fallen, but Christianity—the corner stone of our civilization—has continued to reach new and greater heights as the final triumph of man in accordance with the Divine plan, marches on towards its complete fulfilment.

Nothing can stop this march, for it is the will of God, and just as the power of the Almighty has prevailed against the enemies of Christianity since the birth of Christ, so will the power of the Almighty prevail against the enemies who once again seek to over-

throw the people who are defending everything which Christ taught. His humble followers in the days of our age.

There are doubtless many unbelievers who read that United Press dispatch who will probably say: "It was just an atmospheric phenomenon—probably clouds and moonlight," and those unbelievers may be quite right as far as the actual formation of the vision having been caused by the etherial stratus, but—and this is the point many doubters fail to realize—the material method used by our Creator to send a message to convey a warning is quite immaterial.

The rankest anti-Christian who avails reads a news despatch, particularly anything sensational, never thinks of questioning where the reporters obtained his paper or ink. That is quite immaterial. The unfathomed who grope through life in a veil of Satanic blackness because they have failed to see the light of Christianity, never repudiate such despatches because they did not see the press the paper was actually printed upon. Those details are quite immaterial. They will tell you; and quite right too; just as it is quite immaterial what means the Lord uses to remind the world of His Divine power, that there is a King of Kings whose every command to the omnipotent forces of the universe He created, is obeyed without question.

A simple gesture from the Almighty, and countries tremble in an agony of earth-quaking which rings from the lips of stricken multitude an appeal to God for help and aid in their hour of trial—those same lips which deny Him in the vain glory of their material accomplishments.

A frown of displeasure from God and rivers rise to engulf thousands of persons who deny the very power which gave them the very breath of life. An angered Father in heaven above has but to decree a pestilence or famine and millions of unrepentant are swept away despite all man's scientific achievements.

The Lord has spoken from the skies before, but many do not believe in the possibility of Divine manifestations, yet those same denials will turn the dial of their remorse and turn them to a voice that admitted thousands of miles through space, with never a doubt but what the speaker is in fact—Lord London, etc. Man is capable of supererogation to the centuries and learned to use the things the Lord created, such as electricity, the natural elements, and thereby fly, or upon through space; but many are loath to admit that the Hand which made it possible for him to do these things, is capable of supererogation over the greatest of man's attainments to such a degree that our vaunted science appears as useless as the discarded doll cigarette upon the floor of a kindergarten class, after the children have been dismissed for the day.

The road along which has travelled since the appearance of the Angel of the Lord to the shepherds

## Pastor's Christmas Message

Dear Friends:

We are again approaching the season of great spiritual opportunity and rich human fellowship. Christmas has come to be a festival of Friendship as well as a Birthday celebration, and rightly so, for it was God's friendly interest in humanity which caused Him to present to us the greatest of all Christmas gifts—"God so loved the world that He gave His only begotten Son."

We cannot permit this season to pass without conveying to you all our deep sense of gratitude for your friendship and for your co-operation with us in the work to which we have consecrated our lives—that of bringing into operation the angelic benediction pronounced upon the earth at the announcement of the Saviour's birth more than nineteen centuries ago, "peace and good will."

However, Christmas is an outstanding religious festival and you will miss its real significance if you confine your observance of it simply to friendly greetings and fellowship gatherings in the home. The ancient shepherds said, "Let us now go even unto Bethlehem and see this great thing which is come to pass." They found the Christ Child and worshipped Him. That, friends, is the most fitting celebration of Christmas. So we trust that you will be among the multitudes who at this glad time will make their way to their own particular Church, there to join in the Christmas carols, the Christmas prayers, the Christmas worship, and to hear once again the "old, old story."

May God bless all, and grant to each and everyone a Merry Christmas and a Happy New Year! In the sincere wish and ardent prayer of Mrs. Laine and myself.

Chas. F. Laine.

## NEW YEAR'S DANCE WEDNESDAY EVENING, JANUARY 1st

The Basano Junior Hockey Club are sponsoring a dance in the Mascon Hall on Wednesday evening, next week, January 1st. The dance will take the place of the regular New Year's Eve Dance held in Basano.

Rudy Miller and his four piece orchestra of Brooks have been engaged to supply the Music for the evening, and dancing will get under way shortly after 9 p.m. No prizes will be provided all those who attend, and a game evening is assured.

Proceeds of the dance will go towards providing equipment for the Junior Hockey Team, and starting them off on what is hoped will be a successful Hockey Season. All persons of the Town and district are cordially invited to attend.

## CLOSE RIFLE RANGE DURING HOLIDAYS

The Basano Rifle Club have decided to close their shooting gallery in the basement of the Currie and Milroy Store until after the Xmas and New Year's Holidays. Regular shooting competitions will again commence on Jan. 2nd.

Mr. and Mrs. James Martin of Red Deer and Mr. Baker of Okotoks, are spending the Xmas holidays at the home of Mr. and Mrs. J. A. Snape.

## DANCE IN GYM HALL DEC. 27th

The Melody Five are sponsoring a Novelty Dance in the Gym Community Hall on Friday evening, December 27th. All persons are cordially invited and a good time is assured to all.

## Greetings From M.L.A. D.J. McKinnon

Through the courtesy of the Basano Recorder I take this opportunity of extending to all my fellow citizens, the Season's Greetings and best wishes for a Happy Christmas. Due to war conditions in Europe severe restrictions have been placed upon the disposal of one of the best harvests that Alberta has produced. Nevertheless, we are all assured of plenty of food, fuel and feed for our stock. In the midst of plenty let us not forget the hardships and suffering of those in our Mother Country across the sea. In the midst of destruction, disease and death, they are maintaining a spirit of loyalty and determination to win the war against tyranny and aggression. In this great struggle of the Empire we must be prepared to take our full share of responsibility. The Federal Government of Canada is committed to a policy of war, Economy and sacrifice are being imposed upon all the Citizens of Canada for this purpose. The claims of the Red Cross and other War Services, present in opportunity for Canadian Citizens everywhere, to share in this great effort to preserve our democratic institutions for the future Government. Freedom of the Press, Freedom of Speech and Freedom of Worship.

Among the Canadian Forces overseas there are many of Alberta's sons and daughters. Some of them have already paid the Supreme sacrifice. Others have been decorated for bravery, courage and devotion to duty. They are willing to do their bit for Canada and the Empire in the Battle of Britain and the Near East. In the midst of our Christmas Festivities, let us not forget our boys "over there" and make up services to the Province and Dominion be characterized by the same spirit of loyalty, sacrifice and devotion to duty, until victory comes and peace prevails here on Earth and among men Good will.

Don J. McKinnon, M.L.A.

## ORPHEUM THEATRE

Basano, Alberta

## \*\*\*\*\*XMAS PREVIEW, TUESDAY NIGHT DEC. 24th at 12:45.

## TYPHOON

Dorothy LAMOUR, Robert FRESTON, Lynne OVERMAN, J. Carrol NASH

Here comes the big! Mountains of roaring green water churn an island paradise into an inferno of death before your eyes! Thundering climax to the exciting love story... of a beautiful jungle girl and a wastrel of the South Sea!

\*\*\*\*\*WEDNESDAY & SATURDAY, DECEMBER 27th and 28th

## Road to Singapore

Bing Crosby, Dorothy LAMOUR, Bob HOPE

\*\*\*\*\*FRIDAY & SATURDAY, DECEMBER 27th and 28th

John Garfield, Frances Farmer & Pat O'Brien in "FLOWING GOLD"

"The old rubber has danger than dollars, fun than fortune. That's why they ask for part of the wealth of the South and that flows through their hands... not part but the thrill of finding it!"  
\*\*\*\*\*DECEMBER 3rd & 4th  
\*\*\*\*\*"GULLIVER'S TRAVELS"



There's more than enough Christmas joy to go around... so we're dividing our share into generous portions, and sending you a good measure in the wish—A MERRY CHRISTMAS

**Bassano Recorder**  
PRINTERS AND PUBLISHERS



### The Season's Heartiest Greetings

Your confidence and co-operation throughout the year are hereby gratefully acknowledged. May the New Year bring you great happiness and prosperity.

**Harvey Smith**  
Insurance Agent



### YULETIDE

In this joyous season, we wish to all of you the very best of good fortune, good cheer and good health.

**M. A. MacLean**



### Season's Best Wishes

May I, on behalf of Canadian Pacific Express, thank the Business Men and Citizens of this District for their loyal patronage in the past year, and extend to one and all the Heartiest of Xmas Greetings, with best wishes for success in the New Year.

**H. H. Beeber, Agent**



### Ring Out Ye Bells

May the traditional goodwill among men shine on us and make this coming year far happier for us all. Greetings to all our friends and patrons.

**Hong Lee**



### Xmas 1940 New Year 1941

To all in this and other communities I am happy to wish the Compliments of the Season. May good fortune attend you during the coming year.

**W. S. Playfair**

### What Is So Cheerful As A New Year

1941 gives us all a chance to start a bright, clean, new leaf. But before we turn the page we want to express our gratitude for the opportunity of serving you... and to resolve we'll do even better in the coming year.

**Auto Camp Garage**  
CADOR & WOLK, Proprietors



The Recorder joins With the Advertisers, whose Christmas Messages appear on the pages of this issue, in Extending the warmest Holiday Greetings to readers from far and near, in the hope that 1941 will see peace and prosperity again restored in a troubled world.

### The Best To You

Conveying to you Heartiest Yuletide Greetings and Best Wishes for your Happiness and Prosperity in the New Year.

**McColl-Frontenac Oil Co., Ltd.**  
J. T. DAVIS, Local Representative



We wish you all the very best the season affords and request the opportunity of serving you in 1941, as we have for the past year.

**Bill's Dairy**



To one and all, with the added wish that the coming year will be a prosperous and healthy one. Good cheer to everyone.

**A. Meidinger**

**DISTILLED AND BOTTLED IN Scotland**

**Old Parr**

**SCOTCH WHISKY**

251 oz. \$4.10  
40 oz. \$6.10

241 MACDONALD GREENLEES LTD., LEITH, SCOTLAND

This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.



### Christmas Greetings

To all our Good Friends in the West... A Happy Christmas... A Glad New Year... and may the pleasant association of past years long continue!

**T. EATON CO.**  
WINNIPEG CANADA

Like having your own four-million-gallon wine cellar!

**Bright's**  
CONCORD and CATAWBA

To please your taste in wines—that's the purpose of Bright's giant wine cellars. These tremendous stocks insure full and proper aging before a drop of these mellow wines is sold for your enjoyment! Try Bright's today!

WINE IS NO SUBSTITUTE FOR AGE



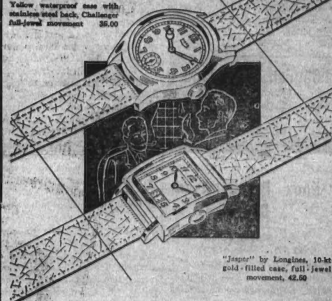
in gallon jars

and in 26 ounce and 40 ounce bottles

**FULL STRENGTH AS ALWAYS**

This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.

Yellow waterproof case with exclusive steel back. Challenge full-jewel movement \$36.00



"Jupiter" by Longines, 10.44 gold-filled case, full-jewel movement, 42.50

Popular priced watches for men on Active Service and for all men who need a reliable watch.

Gift watches may be sent free of duty to members of Canadian Overseas Forces in Great Britain and should be mailed early.

8th Ave. West,

**Birks**

CALGARY

CATALOGUE ON REQUEST

*Canada's Finest!*

**Seagram's**  
CANADIAN WHISKIES

Seagram's Famous Brands  
SEAGRAM'S "V.O." • SEAGRAM'S "21" • SEAGRAM'S "KING'S PLATE"

Prices for 25 oz. bottles range from \$2.85 to \$3.80

This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.



# Christmas Greetings From Bassano Merchants



**Now  
Comes  
Christmas**

... and with it the chance to remember all the friends we've served throughout the year with a few sincere words: May your holidays be very happy!

**Flanagan Bros., Hardware**



**The Time of  
Our Lives**

New Year's is the time of our lives, because it gives us the opportunity to greet our friends and say "Thanks for your patronage" and Best for 1941."

**Roy Smith's Garage**



**Through the  
Christmas  
Window**

We'd love to glimpse you in a cozy Christmas setting, basking in the glow of the blazing hearth and the warmth of our wishes for a joyous holiday season.

**Pierson's Service Station**

A. I. Young — A. P. Pierson



**Let's Make It  
A MERRY  
XMAS**

Let's put everything aside on Christmas... worries, troubles... and just sit back and be happy in the thought we've good friends and they're thinking of us!

**Bassano Garage & Service Stn.**

A. C. BOWMAN, Proprietor



To all the greetings addressed to you this joyous holiday season we add our own, with the hope your Christmas will be a memorable one.

**Louis Conn and Staff**

Wishing All Our Customers and Friends the Heartiest of Holiday Seasons, and Good Luck Throughout the Coming Year.

**CALGARY HERALD CARRIER BOYS AND SELLERS**  
Bob MacLean, Ted Redmond, Don Fraser,  
Pete Reimer, Lyle Meidinger, John Fraser.



**'More Fun in  
Forty-one'**

That's our slogan for the New Year—and we aim to do everything we can to help you pack more happiness in the next 365 days.

**Campbell's  
MAKEPEACE — ALTA**



**Ring in  
the New Year**

Our good resolutions for 1941 is to merit your kind esteem and approval even more than in the past.

**Royal Cafe**



**At Christmas**

It's a real pleasure for us to send old friends and patrons the

**SEASON'S  
GREETINGS!**

**Orpheum Theatre**



**To You...  
and You**

This is a little space to express a big wish—a Joyous Christmas and Prosperous New Year.

**Bill Marriott**

Interior Decorator



**MAY A JOYOUS  
CHRISTMAS BE YOURS**

We send hearty greetings to friends old and new with the hope that our friendship grows ever greater.

**M. R. Milroy**

Insurance and Machinery



**A  
Bright  
Christmas**

We hope your Christmas joys will be as numerous and bright as the gay red berries on a jolly Christmas wreath!

**J. T. FRASER**

Electrical Supplies

May the Best of Everything be yours at this Christmastide, and Good Luck follow you in 1941.

**A. R. MAURER**

Blacksmith — Bassano

To You and Yours, Best Wishes for Health, Happiness and Prosperity in 1941.

**Meucci Beauty Parlor  
and Barber Shop.**



**The Best  
Of Everything**

To our friends and patrons of this and other years we wish the best of everything at this Merry Xmas Season.

**H. D. Bacon**

BASSANO NURSERY



**WE  
THANK YOU**

For the pleasant business relations we have enjoyed during the past year and look forward to serving you well in 1941. Best wishes of the season

**Shorty Foster  
RECREATION PARLOR**



**Christmas  
Greetings**

In appreciation of your goodwill and patronage, we extend Season's Greetings and wish you a Most Prosperous New Year.

**Sunshine  
Transportation**



**Our Christmas  
Carol**

We Raise Our Voices To sing Our Thanks For The Privilege of serving You During The Past Year and To Wish You "A MERRY CHRISTMAS."

**Fat's Cafe**



**A Yuletide Wish**

Old as the hills, yet fresh as the balsam greens that decorate your Christmas home—our wish:

**A MERRY CHRISTMAS  
TO YOU ALL!**

**Pioneer Meat Market**



**MONOGRAM**

**CANADIAN**

**RYE WHISKY**

40 oz. \$1.75; 25 oz. \$2.45

13 oz. \$1.40



**FIVE SCOTS**

**WHISKY**

26 oz. \$3.00



**MONOGRAM**

**LONDON DRY**

**GIN**

25 oz. \$2.50; 12 oz. \$1.25

V-17

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Year In...  
Year Out



WE'VE ENJOYED THE PATRONAGE OF LOTS OF  
OUR FRIENDS FOR MANY YEARS—BUT WE WANT  
EVEN OUR NEWEST CUSTOMERS TO KNOW WE'RE  
GRATEFUL FOR THE PRIVILEGE OF SERVING THEM.  
AND WE WANT TO WISH THEM, TOO—A HAPPY AND

MERRY CHRISTMAS  
AND A HAPPY NEW YEAR



JAMES JOHNSTON

**A. T. Connolly**  
REGISTERED OPTOMETRIST



Broken Lenses Replaced from  
Prescription or Pieces.  
Absolute Satisfaction Guaranteed.  
QUICK SERVICE

**Dr. A. G. Scott**

M.B., L.M.C.C.

PHYSICIAN & SURGEON

Telephones

Office 27 • Residence 121

**Dr. W. F. Keith**

Dentist

Phone 83 • Bassano

**Dr. B. E. Barlow**

VETERINARIAN

BASSANO • • • • • ALTA.

**MILK AND CREAM**  
Fresh milk and cream delivered  
by motor early every morning.

**Bill's Dairy**  
Our Customers Remain  
Satisfied.



A VERY HAPPY CHRISTMAS AND A BRIGHT AND HAPPY  
NEW YEAR IS OUR WISH FOR EVERYONE.

**STILES "The Druggist"**  
The Rexall Store

## Local Items

Leading Aircraftmen J. T. Hodgson and R. C. E. Goodwin of Niagara Falls, and C. H. Cabot of Ottawa, who are attending No. 2 Wireless School in Calgary, were Sunday visitors at the home of Mr. and Mrs. J. T. Fraser, en route to Regina for the Xmas holidays.

Miss Florence Payfair, teacher in Medicine Hat, returned to Bassano over the week-end, where she will spend the holidays at the home of her parents.

T. J. M. Lamont of the local Bank Staff is spending a few days visiting at the home of his parents in Edmonton.

Miss Peterson of the local Nursing staff is spending the holiday visiting at the home of her parents in Rainier.

Miss Brown, teacher in the Bassano High School, is spending the Xmas holiday visiting in Northern Alberta.

Miss Lorna MacLean was a Calgary visitor last week-end. Goldwyn Smith, who is attending Technical School in Calgary, is spending the holiday visiting with his parents in Bassano.

Bob Paterson was a week-end visitor at the home of his parents in Calgary.

Mrs. W. F. Keith was a Calgary visitor the first part of this week.

Miss Ellen Robbitt, who for the past few months has been employed in the Imperial Coffee Shop, returned to her home in Rosemary last Saturday. Miss Victoria Archibald of Gem will take her place in the Restaurant.

Mrs. A. C. Bowman and children were week-end visitors in Medicine Hat.

Mr. H. W. Mowatt of the local school staff is spending the holidays visiting in Parkland.

Mrs. A. G. Scott, Mrs. W. S. Playfair, Winifred and Florence were Calgary visitors on Saturday of last week.

Miss Hazel Barlow of the Vegreville teaching staff is spending the holidays with her parents in Bassano.

Mr. R. Broadfoot of Duchess spent the week-end visiting in Bassano. The local school will reopen on Monday, January 6th, following the Xmas holidays.

All students attending the dormitory in Bassano have left for their respective homes in the country for the holidays.

**A. J. Sevigny**

Brooks, Alta.

FOR a good successful sale, place your listing with me. I have had many years of experience.

Phone 105. Licence 54-29-40.

Member

Auctioneer Association of Alta.

**W. S. Playfair**

Agency for

COAL AND WOOD

Feed and Draying

Phone 26, Opposite Depot

**FRESH MILK AND CREAM**

Delivered to Your Door  
Every Morning

**A. Meidinger**

**EDWARD J. McCORMICK**  
B.A., LL.B.

Barriester, Solicitor, Notary  
615 Lancaster Bldg., Calgary

IN BASSANO EVERY SATURDAY

Between Hours of 8 a.m. and 7 p.m.  
IN THE IMPERIAL HOTEL

**Harry Holmes**

CARPENTER & BUILDER

Estimates Given on all Work.

If you are in need of building or carpenter work of any kind—Phone 16, Bassano.



## Greetings

To Our Friends Everywhere

THE Spirit of Christmas calls us to a better appreciation of old associations and the value of old friendship. May you have a very Merry Christmas and may the New Year be the happiest and most prosperous year you have ever known.



A. McKEE